

WE WANT TO PROMOTE TWO-WAY INVESTMENT AND ENCOURAGE THE DEVELOPMENT OF STRATEGIC CORPORATE ALLIANCES BETWEEN CANADIAN AND EUROPEAN FIRMS; AND

WE WANT TO HELP CANADIAN BUSINESSES IMPROVE THEIR UNDERSTANDING OF THE 1992 PROCESS AND OF EUROPEAN OPPORTUNITIES.

AS WE MONITOR AND ANALYZE EUROPE AND 1992, WE WILL ALSO BE TRYING TO BUILD EFFECTIVE TRADE AND INVESTMENT LINKS TO THE PACIFIC RIM.

WE ALL KNOW THAT THE FOCUS OF WORLD TRADE IS SHIFTING TO THE PACIFIC. OBVIOUSLY, IT IS CRITICAL THAT WE ESTABLISH A STRONGER PRESENCE IN THE REGION AND SEIZE THE OPPORTUNITIES AVAILABLE IN THAT DYNAMIC PART OF THE WORLD.

ONCE AGAIN, WE BELIEVE THE FTA WILL GREATLY STRENGTHEN OUR ABILITY TO COMPETE OFFSHORE. IT IS TRULY A STEPPING STONE ACROSS THE PACIFIC FOR CANADIAN EXPORTERS.